

Success Story: Digital Transformation & Growth Strategy incl. Organization Re-design

Wolters Kluwer is active across more than 40 countries worldwide and employs around 19,000 people. In Germany, Wolters Kluwer is one of the leading providers of specialist information, software and services in law, business, and tax.



Challenge

How do we prepare ourselves for the future? How do we shape the path from predominantly offline / print products to an innovative digital offering, suitable for our target groups? How do we take our employees along this path and enable them for new tasks?

- Develop a transformation and growth strategy for the Legal Information Business Unit
- Adapt the current (complex) structures in the direction of lean & agile organization
- Lay the foundation for a innovative and dynamic orientation of the business unit



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Methods

Phase I: develop analysis, hypotheses and strategy

Determine status quo (SWOT & DNA), Develop market model, Determine customer needs, Work out use cases, Define strategic cornerstones

Phase II: Developing organizational design and business cases

Perform baselining, Define design principles, Calculate business cases



Results

Transformation and growth strategy: Most attractive market segments identified, Strategic Building Blocks defined, Consistent offering across the legal ecosystem (solutions, target groups) compiled

Organization design: Focus on Product Management, Combined Sales & Marketing to one customer-centric team, Aligned Digital & Publishing business

With the professional support of enable2grow, we have developed a clear-cut, sustainable strategy for our legal division, anchored it in the company and put it into practice. The market is aware of that and we are proud of what we have achieved.

Martina Bruder, CEO Wolters Kluwer Germany

